

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Cinemas – Warangal District – Grant of two different rates of admission to (3) Screens in “Sridevi Multiplex” at Balasamudram, Hanamkonda and permission to screen (5) shows per day in each screen – Orders – Issued

HOME (GENERAL .A.1) DEPARTMENT

G.O.Ms.No.183

Dated : 02-11-2012.

Read the following :-

1. From the Collector, Warangal Lr. Rc.No. C3/3824/2008,
Dated: 23.10.2012.
2. From the Director, Asian Cinema & Multiplexes Pvt. Ltd.,
Representation Dated: 26.10.2012.

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ORDER

In the reference first read above, the Collector and District Magistrate, Warangal has stated that in the application Dt: 17.09.2012 Sri Narayandas K. Narang, Managing Director of M/s. Asian Cinema & Multiplexes Pvt. Ltd. has submitted that the Multiplex constructed in Sy.No.1080 of Balasaudram, Hanamkonda is consisting of three auditoriums with a capacity of 990 seats i.e. Screen No.1 with 343 seats, Screen No.2 with 342 seats and Screen No.3 with 305 seats and that they arranged most luxurious seats with fire resistant cloth and rocking facility with latest sound system by JBL of USA, latest satellite screening system, latest silver screen in 3D imported from London and all the three floors of the theatres are covered with expensive carpets with all fire fighting equipments and centrally air conditioning system with (3) generators etc.

2. He has further stated that in another application Dt: 20.10.2012 Sri Narayandas K.Narang, Managing Director of M/s. Asian Cinema & Multiplexes Pvt. Ltd. has submitted that they will screen the 3-D films also for that they have to pay extra royalty and invest huge money for buying and maintenance of the 3-D material and therefore requested to fix admission rate at Rs.200/- for 3-D movies in Screen No.1. The request is as follows:-

Screen	Class	No. of seats	Proposed rate of admission for all other movies	Proposed rate of admission for 3-D movies
Screen-1	Executive	343	Rs.150/-	Rs.300/-
Screen-2	Executive	342	Rs.150/-	---
Screen-3	Executive	305	Rs.150/-	---

3. In the reference 2nd read above, the MD, M/s. Asian Cinema & Multiplexes Pvt. Ltd. in his letter dated: 26-10-2012 while submitting the documents issued by various Field Officers has stated that they have obtained all the mandatory and necessary No Objection Certificates / Occupancy Certificate under G.O.Ms.No.486, MA&UD Dept., Dt: 07.07.2007 and also provided all facilities required for Multiplex rules. He has requested the Government to permit to screen (5) shows per day in (3) theatres and the rate of admission of Rs.150/- per ticket for the entire single class stating that the rate of admission and number of shows will help them in managing the multiplex in a perfect way.

4. The Collector & District Magistrate, Warangal District vide Progs. No. C3/3284/2008, Dt: 04.05.2009 issued "No Objection Certificate" for construction of Multiplex Complex in the name and style as "Sridevi Multiplex" in Sy.No.1080 of Balasamudram, Hanamkonda to the applicant Sri E. Vijay Kumar Rao, R/o. Hanamkonda under rule 8(B) of A.P. Cinemas (Regulations) Rules, 1970.

5. The Director General, Fire Services vide Pro. NOC R. No. 1593/S2/2008, Dt:19.09.2009 has issued provisional "No Objection Certificate" to the proposed Multi-storeyed Building developed by Sri E. Vijay Kumar Rao of Sridevi Multiplex in Survey No.1080, Balasamudram, Hanmakonda, Warangal District with Basement + Stilt + Ground +3 Upper Floors with a height of 20.97 metres for Multiplex Occupancy (D6), subject to the provision of Fire Safety measures mentioned therein.

6. Further, vide Lr. Rc.No. 1593/MSB/CR/HYD, Dated: 09.09.2012, the Director General, Fire Services has issued "No Objection Certificate" for occupancy to above said Multiplex as per the recommendation of the Multi-Storeyed Building Inspection Committee, State Disaster Response and Fire Services Department, subject to maintenance of the fire fighting systems mentioned therein.

7. Finally, Commissioner, Warangal Municipal Corporation vide Proc. No. G1/12145/2008, Dt: 20.10.2012 has issued "Occupancy Certificate" for the Multiplex Theatre Complex constructed in the name and style as "M/s. Sridevi Multiplex" for Cellar + Stilt + Ground + (3) upper floors in the land in Sy. No.1080 situated at Balasamudram, Hanamkonda, Warangal Dist in an extent of 3425.50 Sq.mts.

8. The Director, Asian Cinema & Multiplex Pvt. Ltd., has submitted Traffic Impact Studies & Management Measures report for Sridevi Multiplex, Hanamkonda, Warangal prepared by Prof. M.N. Sreehari, Advisor to GOK for Traffic and Infrastructure Cosortia of Infrastructure Engineers, Vijayanagar, Bangalore.

9. Government have examined the request in detail. It has been observed that the cine viewers in front two rows need to be compensated for in convenience they face in craning their necks and cannot be treated on par with cinagoers seated in back rows. Therefore, it is decided to treat the seating capacity in each screen of Sridevi Multiplex as two classes and to permit them to collect two different rates of admission for the front two rows from the screen and the remaining rows for both regular movies and 3D movies. It is also decided to permit them to screen (5) shows per day in all three screens during 9 A.M. to 1.00 A.M. (after mid-night) with staggered timings of shows between (3) screens, such that there is sufficient gap of time to avoid crowding.

10. Accordingly, in exercise of the powers conferred under section 12 of Andhra Pradesh Cinemas (Regulation) Act,1955 and under clause (a) of sub-rule(3) of rule 11(B) of Andhra Pradesh Cinemas (Regulation) Rules,1970, Government hereby treat the total number of seats in each screen as two (2) classes and grant the following rates of admission to three screens in "Sridevi Multiplex" Balasamudram, Hanamkonda, Warangal District subject to quality of seats and spacing between rows of seats being uniform for entire theatre in the three screens:-

Screen No.	No. of Seats	Rate of admission for regular movies		Rate of admission for 3-D movies	
		For front two rows of seats	For remaining rows of seats	For front two rows of seats	For remaining rows of seats
Screen -1	343	Rs.100/-	Rs.125/-	Rs.175/-	Rs.200/-
Screen - 2	342	Rs.100/-	Rs.125/-	---	---
Screen - 3	305	Rs.100/-	Rs.125/-	---	---

11. Government also permit to screen five (5) shows per day during 9.00 A.M. to 1.00 A.M. (after mid-night) in all three screens in relaxation of item No.43 of 'B' Form Licensing Condition. The timings of shows between the (3) screens shall be staggered such that there is sufficient gap of time to avoid crowding.

12. The rates of Admission granted at para (10) above are subject to the following conditions being fulfilled by the management / Lessee:-

- The area earmarked for lobby for the use of cinegoers should not be let out for any commercial purpose in future.
- No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- The CCTV system shall be maintained without any interruption.
- Emergency evacuation plan shall be drawn and got approved by the Licensing authority within one month. (Uphaar theatre- Hon'ble Supreme Court Directions).
- A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar theatre – Hon'ble Supreme Court Directions).
- The staff/usHERes including security staff should be periodically trained to operate the fire safety equipments during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or other calamity. Mock drills shall be conducted once in every 6 months. (Uphaar theatre- Hon'ble Supreme court Directions).
- While the theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances, the entry door (which can act as an emergency exit in the event of fire or other emergency) should be bolted from outside. At the end of the show, the usHERes may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).
- The emergency department telephone Nos. of nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- Night vision cameras to be installed specially at the box office to capture the images of the patrons buying tickets during the late evening hours.
- All gangways, exits and treads of steps and stairways shall be maintained with non-slippery surfaces at all times.
- The management should facilitate periodical inspection by Fire Officer concerned.
- The management should obtain insurance coverage for all the employees and audience/visitors/vendors.

- m. The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.
- n. The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.
- o. The Management shall not convert or utilize any part of Parking area of 3763 Sq. Meters at cellar and stilt for any other purpose.
- p. Conditions stipulated by the Technical authorities / Field Officers in their inspection reports shall be implemented within (6) months from the date of issue of license.
- q. Solar blinker lights must be used at the gate to caution vehicles which are moving out.
- r. Raised kerb footpath shall be constructed for pedestrian safety.

13. The Collector and District Magistrate, Warangal District shall take necessary further action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

M. CHAYA RATAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Collector and District Magistrate, Warangal District.
The Director General, State Disaster Response
and Fire Services, Andhra Pradesh, Hyd.
The Superintendent of Police, Warangal.
The Commissioner, Municipal Corporation, Warangal.

Copy to :-

The Managing Director, Asian Cinema & Multiplexes Pvt. Ltd,
396/397 Jain Estate , Park Lane, Secunderabad -500 003.
The P.S. to Minister for I& PR& Cinematography.
The P.S to Special Chief Secretary to Govt., Home Dept.
Sc/Sf

//Forwarded: By order//

Section Officer.